

### **Claim Listing**

Claims 25, 39-42 and 66-74 are pending. Claims 63-65 are hereby canceled. Claims 67-74 are new.

1-24. (Canceled).

25. (Withdrawn) A computer based method for marketing attendance right options, the method comprising the steps of:

storing, in a computer, information relating to one or more attendance right options for attending a specified event only under specified circumstances, wherein said circumstances are not yet scheduled at the time of storing;

linking the computer to at least one user terminal through a data communication link;

displaying, at the at least one user terminal, information concerning at least one of said one or more attendance right options, and current ~~price~~ pricing information for purchase of said attendance right option; and

creating a computer based exchange with a plurality of participants, said exchange operable to trade said at least one attendance right option based on price terms set between two or more of said participants in the exchange, wherein vesting of said option in whole or in part occurs upon scheduling of said specified circumstances, and wherein said option is freely transferable between participants.

26-38. (Canceled).

39. (Withdrawn) The method of claim 25 wherein the step of creating an exchange includes the use of a selectively programmed computer trading platform permitting multiple users to explore price and/or availability of select attendance right options interactively on a computer network.

40. (Withdrawn) The method of claim 25 further comprising attendance right options selected from the group consisting of: tennis tournaments, baseball playoff games, hockey playoff games, soccer tournaments, Olympic events, football playoffs, basketball playoffs or tournaments.

41. (Withdrawn) The method of claim 25 wherein said pricing information is determined by market conditions.

42. (Withdrawn) The method of claim 25 wherein said pricing information is pre-set by an option seller.

43. (Withdrawn) A computer system for providing an attendance right option exchange, comprising:  
a hub computer in communication with a computer network,  
wherein said hub computer is operable to receive data over said computer network from a ticket seller computer connected to said computer network and operable to provide over said network electronic data sufficient to specify initial pricing for one or more attendance right options, wherein each of said attendance right options represents a binding agreement between a ticket seller and a holder of said option, and said agreement entitles said holder to purchase a right to attend a specified event under specified contingent conditions, and said contingent conditions relate to occurrence of a threshold event before said specified event; and  
wherein said hub computer is further operable to transmit data corresponding to said electronic data sufficient to specify said initial pricing for said one or more attendance right options for said specified event over said computer network to a first customer computer operable to display said data to a first customer.

44. (Withdrawn) A system as in claim 43, wherein said hub computer is further operable to receive a purchase request for at least one of said attendance right options via said computer network from said first customer computer, wherein said circumstances are not yet scheduled when said purchase request is received.

45. (Withdrawn) A system as in claim 43, wherein said attendance right option is freely transferable.

46. (Withdrawn) A system as in claim 43, wherein said initial pricing is determined by a ticket seller and comprises a price below which said one or more attendance right options cannot be sold.
47. (Withdrawn) A system as in claim 44, wherein said hub computer is further operable to transmit data to said first customer computer confirming that said purchase request has been accepted and said at least one option has been purchased by said first customer and to debit an account of said first customer an amount based on said purchase request.
48. (Withdrawn) A system as in claim 47, wherein said first customer account is further debited an amount corresponding to a fee related to said purchase request and/or said account.
49. (Withdrawn) A system as in claim 43, wherein said hub computer is further operable to receive an offer to sell said option from said first customer's computer, and wherein pricing for said offer to sell is specified by said first customer.
50. (Withdrawn) A system as in claim 49 wherein said hub computer is further operable to transmit over said computer network to a second customer computer data sufficient to create a display comprising said offer to sell.
51. (Withdrawn) A system as in claim 50, wherein said hub computer is further operable to receive over said computer network data from said second customer computer indicating an intent by a second customer to accept said offer to sell.
52. (Withdrawn) A system as in claim 51, wherein said hub computer is operable to deduct an amount from an account of said second customer an amount

corresponding to said pricing for said offer to sell and a fee related to said offer to sell and/or said account of said second customer.

- 53. (Withdrawn) A system as in claim 43, wherein attendance right option is an option to purchase a ticket to said specified event and said event is a sporting event.
- 54. (Withdrawn) A system as in claim 53, wherein said attendance right option is an option to purchase said ticket during a time period between when said threshold event occurs and when said event occurs.
- 55. (Withdrawn) A system as in claim 53, wherein said sporting event is a playoff game.
- 56. (Withdrawn) A system as in claim 43, wherein said threshold event involves advancement of one or more specified competitors.
- 57. (Withdrawn) A system as in claim 43, wherein said hub computer is in communication with a market clearing mechanism configured to match offers to sell attendance right options with offers to buy said options.
- 58. (Withdrawn) A system as in claim 43, wherein said initial pricing is independent of said first customer's identity.
- 59. (Withdrawn) A system as in claim 43, wherein said option is independent of said first customer's identity.
- 60. (Withdrawn) A system as in claim 43, wherein said initial pricing is based on perceived market demand.

61. (Withdrawn) A system as in claim 43, wherein said option is for one or more tickets for specified seat locations.

62. (Withdrawn) A system as in claim 61, wherein said initial pricing is based on said specified seat locations.

63-65. (Canceled)

66. (Withdrawn) A computer system for providing an attendance right option exchange, comprising:

a ticket seller computer in communication with a computer network, wherein said ticket seller computer is operable to transmit data over said computer network to a hub computer connected to said computer network, said hub computer operable to provide over said network electronic data sufficient to specify initial pricing for one or more attendance right options for attending a specified sporting event only under specified circumstances, wherein said circumstances have not yet occurred when said initial pricing is specified; and

wherein said hub computer is further operable to transmit data corresponding to said electronic data sufficient to specify said initial pricing for said one or more attendance right options for said specified sporting event over said computer network to a first customer computer operable to display said data to a first customer.

67. (New) A method for distributing rights to attend a future event, said method implemented on a computer system, the method comprising the steps of:

storing on a first computer, information on one or more future events, said future events are events at which spectators pay to view activities and that have restricted attendance for a fee, said stored information includes details regarding said future event and comprises details regarding a contingent rights offer, said contingent rights provide a right to purchase access to said future event at a specified price upon the occurrence of a future outcome that is uncertain at the time of said offer;

providing a communication link to said first computer to allow potential contingent rights purchasers to access said information associated with said contingent rights offer; and distributing said contingent rights to one or more third parties that accept said offer.

68. (New) A method as in claim 67, further comprising distributing said access rights to said future event upon the occurrence of said future outcome.

69. (New) A computer based method for distributing transferable rights to purchase tickets, the method comprising the steps of:

storing, in a computer linked to a computer network, information identifying a transferable right to purchase one or more tickets to a sporting event, wherein said right to purchase becomes executable only if one or more specified potential participants qualify for said sporting event;

transmitting, over said computer network to a plurality of computers, an offer to sell said transferable right to purchase; and

receiving, over said computer network, an acceptance of said offer.

70. (New) A method as in claim 69, wherein said acceptance comprises an authorization to charge a credit card account.

71. (New) A method as in claim 69, wherein said transferable right to purchase comprises a contract.

72. (New) A method as in claim 69, wherein said offer to sell is for a price below a face value of each ticket that a purchaser of said transferable right to purchase has a right to purchase under said right.

73. (New) A method as in claim 69, wherein said offer to sell is for a price proportional to a perceived likelihood of said one or more specified potential participants qualifying for said sporting event.

74. (New) A method as in claim 69, wherein said offer to sell increases in price after a threshold event which increases a likelihood of said one or more specified potential participants qualifying for said sporting event.